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Restaurants and Neighborhood Vendors

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*Elements in this compendium may not be wholly SNAP-Ed eligible. Please consult the most recent SNAP-Ed guidance posted on both the NEOPB and USDA websites for the updated language on allowable activities using SNAP-Ed funds. Local health departments may work with other funding streams and organizations as needed to achieve community change goals and their Policy, Systems and Environmental (PSE) change objectives.*

## ASSESSMENT INSTRUMENTS

### **CX<sup>3</sup> Fast Food Marketing Survey and Scorecard - NEOPB**

*This assessment tool is a field survey that evaluates the exterior, interior, and child-oriented marketing practices within a given fast food venue; it is part of the CX<sup>3</sup> environmental tool suite; website includes instructions, survey protocol (Eng/Sp), survey instrument (Eng/Sp), and a PowerPoint training presentation.*

[http://www.cdph.ca.gov/programs/cpns/Pages/CX3\\_T2\\_FF\\_MktEnvironSurvey.aspx](http://www.cdph.ca.gov/programs/cpns/Pages/CX3_T2_FF_MktEnvironSurvey.aspx)

### **Healthy Restaurant Bloomington 32-Item Criteria – Acting Living Coalition**

*This webpage is a program description and list of the 32 criteria (each worth 1 point); categories include promotes activity, healthy food/portions, community support, family friendly, and employer/employee wellness.*

<http://www.activelivingcoalition.org/healthy-restaurant-bloomington>

### **Nutrition Environment Measures in Restaurants (NEMS-R) Measurement Forms**

*This resource is a food-oriented assessment tool for general restaurant assessment - survey instrument, protocol, explanation of the items in the survey; cited article describes development.*

[http://www.med.upenn.edu/nems/docs/NEMS\\_R\\_Detailed.pdf](http://www.med.upenn.edu/nems/docs/NEMS_R_Detailed.pdf)

*(See also Healthy Children's Menu section below)*

Saelens, B.E., Glanz, K., Sallis J.F., Frank L.D. (2007) [Nutrition Environment Measures Study in Restaurants \(NEMS-R\): Development and evaluation](#). *American Journal of Preventive Medicine*, 32(4): 273-281.\*

[http://www.med.upenn.edu/nems/docs/NEMS-R\\_AJPM.pdf](http://www.med.upenn.edu/nems/docs/NEMS-R_AJPM.pdf)

## GENERAL RESOURCES

### **Action Strategies for Healthy Communities: Restaurants– Leadership for Healthy Communities**

*This toolkit contains chapters on a number of topics with weblinks to further resources. Recommend pages 90-94.*

[http://www.leadershipforhealthycommunities.org/wp-content/uploads/2014/12/LHC\\_Action\\_Strategies\\_Toolkit\\_1002221.pdf](http://www.leadershipforhealthycommunities.org/wp-content/uploads/2014/12/LHC_Action_Strategies_Toolkit_1002221.pdf)

### **Creating Successful Healthy Restaurant Policies: Understanding the Laws Regulating Restaurants – ChangeLab Solutions**

*This publication gives a brief description of the federal, state, and types of local laws that regulate restaurants. It also provides examples of policies that communities may adopt, and suggests recommendations for drafting policies that comply with the regulatory framework.*

[http://changelabsolutions.org/sites/default/files/documents/Creating-Successful-Healthy-Restaurant-Policies\\_FINAL\\_20120424.pdf](http://changelabsolutions.org/sites/default/files/documents/Creating-Successful-Healthy-Restaurant-Policies_FINAL_20120424.pdf)

### **Regulating Food Retail for Obesity Prevention: How Far Can Cities Go? - National Policy & Legal Analysis Network to Prevent Childhood Obesity**

*This is an article in the Journal of Law, Medicine, and Ethics that seeks to explain the legal authority of cities and counties to enact food-related retail policies.*

<http://aslme.org/media/downloadable/files/links/2/0/20.Diller.pdf>

## PSE: Zoning Ordinances Limit Fast Food Density in Low-Income Neighborhoods or in Proximity of Schools

### **The City Planner's Guide To The Obesity Epidemic: Zoning and Fast Food – Public Health Law Program**

*Brief guide that examines how zoning laws can encourage the availability of nutritious food and limit the proliferation of food that can be harmful. Asks and attempts to answer the following key questions: What is the supporting scientific evidence for zoning laws that address fast food outlets?; Have such zoning laws been enacted by municipalities and what are the bases of such laws?; Have the courts upheld zoning laws that address fast food outlets?*

<http://www.publichealthlaw.net/Zoning%20City%20Planners%20Guide.pdf>

### **Creating a Healthy Food Zone Around Schools: Fact Sheet – ChangeLab Solutions**

*This fact sheet answers common questions about National Policy and Legal Analysis Network's (NPLAN) [Model Healthy Food Zone Ordinance](#), which was developed to help communities limit children's access to the kinds of foods most likely to contribute to childhood obesity.*

[http://www.changelabsolutions.org/sites/default/files/HealthyFoodZone\\_FINAL\\_20130815.pdf](http://www.changelabsolutions.org/sites/default/files/HealthyFoodZone_FINAL_20130815.pdf)

### **Healthy Food Zone Model Ordinance – ChangeLab Solutions**

*Discussion around obesity, fast food and zoning ordinances and a model zoning ordinance that creates a healthy food zone around schools by regulating the location of fast food restaurants. Associated with fact sheet above.*

<http://changelabsolutions.org/publications/model-ord-healthy-food-zone>

### **The Use of Zoning to Restrict Fast Food Outlets: A Potential Strategy to Combat Obesity – Public Health Law Program**

*These issues from the brief guide above are addressed in more detail; authors encourage planners and others to use the content of this monograph to supplement the Guide. This monograph also discusses zoning and its traditional focus on protecting the public's health. Suggests that zoning law has the potential to be an effective tool for addressing obesity as a public health problem.*

<http://www.publichealthlaw.net/Zoning%20Fast%20Food%20Outlets.pdf>

### **Zoning to Encourage Healthy Eating - CDC**

*Links to model law and policy related to zoning and obesity. Links to local zoning ordinances as examples.*

[http://www.cdc.gov/phlp/winnable/zoning\\_obesity.html](http://www.cdc.gov/phlp/winnable/zoning_obesity.html)

## PSE: Healthy Restaurant Dining

### **Make the Healthy Choice the Easy Choice – Active Living Coalition**

*Describes the two phases of the campaign: Healthy Restaurant Bloomington: restaurants were individually assessed on their environmental and community efforts to support health and wellness; and Smart Meal: assessment of nutritional content and designation of menu items as smart meals.*

<http://www.activelivingcoalition.org/healthy-restaurant-bloomington>

### **Restaurant Participation In A Healthy Dining Program – LiveWell and Kids LiveWell**

*Website that identifies menu choices at a variety of restaurants within a selected geographic area that meet established nutrition standards for two or more of the following: fruits and/or vegetables, whole grains, lean protein, and lower fat dairy.*

[www.HealthyDiningFinder.com](http://www.HealthyDiningFinder.com)

**Smart Meal™ Seal – Center TRT**

*The Smart Meal™ Seal program is a practice-tested intervention designed to encourage the availability of healthier menu options in restaurants, and the selection of healthier options by restaurant customers with a goal of improving the eating habits of individuals who frequently dine out. The Smart Meal™ Seal program uses point-of-purchase labeling combined with outreach and education to market/promote healthier food options. This link is to the Center-TRT assessment of the program.*

<http://centertrt.org/?p=intervention&id=1100>

**PSE: Healthy Children's Meals in Restaurants**

Krukowski, R.A., Eddings, K., Smith West, D. (2011) **The Children's Menu Assessment: Development, Evaluation, and Relevance of a Tool for Evaluating Children's Menus.** Journal of the American Dietetic Association, 111: 884-888. [J Am Diet Assoc.](#) 2011 Jun;111(6):884-8. doi: 10.1016/j.jada.2011.03.018. (Instrument is in the article)  
*Journal article that contains menu assessment instrument.*

**Children's Menu Default Data - Center for Science in the Public Interest Center for Science in the Public Interest**

*Describes evidence supporting making the healthier option the default option (e.g., sides in children's meals).*

[http://cspinet.org/new/pdf/fact\\_sheet\\_defaults.pdf](http://cspinet.org/new/pdf/fact_sheet_defaults.pdf)

**Kids Meals: Obesity on the Menu - Center for Science in the Public Interest (CSPI)**

*In this report, CSPI examines children's menus at a number of restaurants to determine their nutritional value and their impact on health.*

<http://cspinet.org/new/pdf/kidsmeals-report.pdf>

**Kids Meals II: Obesity and Poor Nutrition on the Menu - Center for Science in the Public Interest Center for Science in the Public Interest**

*Summary of CSPI report with link to full report.*

<http://cspinet.org/new/201303281.html>

**National Restaurant Association Kids - LiveWell Program**

*Website for The National Restaurant Association's Kids LiveWell program, a collaboration with Healthy Dining to help parents and children select healthful menu options when dining out. Restaurants that participate in the voluntary program commit to offering healthful meal items for children, with a particular focus on increasing consumption of fruit and vegetables, lean protein, whole grains and low-fat dairy, and limiting unhealthy fats, sugars and sodium.*

<http://www.restaurant.org/Industry-Impact/Food-Healthy-Living/Kids-LiveWell-Program>

**A Review of Food Marketing to Children and Adolescents – Federal Trade Commission**

*Follow-up report to the Federal Trade Commission's 2008 report: "Marketing Food to Children and Adolescents: A Review of Industry Expenditures, Activities, and Self-Regulation." Includes a nutritional analysis of foods marketed to youth, examines whether and to what extent the nutritional quality of foods marketed to children and teens has improved with the advent of self-regulatory initiatives and examines the progress industry has made in marketing food responsibly to children and shifting the emphasis of that marketing to more nutritious choices.*

<https://www.ftc.gov/sites/default/files/documents/reports/review-food-marketing-children-and-adolescents-follow-report/121221foodmarketingreport.pdf>

## PSE: Toy Incentives Only in Healthy Children's Meals

### Creating Healthier Toy Giveaway Meals – ChangeLab Solutions

*Links to healthier toy giveaway fact sheet, a model ordinance for healthier toy giveaway meals, and McDonald's new Happy Meal nutrition standards toy giveaway.*

<http://changelabsolutions.org/publications/healthier-toy-giveaway-meals>

### San Francisco Toy Ban and Follow-Up – San Francisco Chronicle

*Newspaper articles describing legislation that bars chain restaurants from giving out free toys in Happy Meals and other menu items intended for children that don't meet strict nutritional standards. In addition to lower fat, salt and sugar content, the law also requires servings of both fruits and vegetables.*

<http://www.sfgate.com/health/article/SF-Fast-food-toy-ban-gets-supervisors-first-OK-3167850.php>

<http://blog.sfgate.com/cityinsider/2010/11/23/happy-meals-toy-ban-survives-mayoral-veto/>

<http://blog.sfgate.com/cityinsider/2011/11/30/burger-king-have-it-your-way-for-an-extra-dime/>

### Santa Clara Toy Ban and Follow-Up – San Mercury News

*Newspaper articles: Santa Clara County supervisors on approved the nation's first ordinance that would prevent restaurants from using toys in kids meals with high fat, sugar and calories.*

[http://www.mercurynews.com/ci\\_14968786](http://www.mercurynews.com/ci_14968786)

[http://www.mercurynews.com/bay-area-news/ci\\_19496816](http://www.mercurynews.com/bay-area-news/ci_19496816)

## PSE: Financial Incentives for Healthy Choices at Restaurants

### The Impact of Food Prices on Consumption: A Systematic Review of Research on the Price Elasticity of Demand for Food – Rudd Center for Food Policy and Obesity Yale University

*A review of 160 studies to estimate the effects of price changes on consumer demand for major commodity foods included in the Dietary*

*Guidelines for Americans food categories. The goal was to provide a comprehensive summary of research on food demand and consumption behavior in the United States over the past 7 decades, with particular attention to differences in price effects across income levels.*

[http://www.yaleruddcenter.org/resources/upload/docs/what/economics/FoodPricesElasticity\\_AJPH\\_2.10.pdf](http://www.yaleruddcenter.org/resources/upload/docs/what/economics/FoodPricesElasticity_AJPH_2.10.pdf)

### Pricing Effects on Food Choices - School of Public Health University of Minnesota

*Journal of Nutrition articles describing two studies that demonstrate that price reductions are an effective strategy to increase the purchase of more healthful foods in community-based settings such as work sites and schools.*

<http://jn.nutrition.org/content/133/3/841S.full>

## PSE: Local Sourcing in Restaurants

### California Farm to School Network

*Online home of California Farm to School. Use this site to learn more about farm to school, find schools and farmers in your area to connect with, and make farm to school a reality in your area.*

<http://www.cafarmtoschool.org/>

### Farmer Market Place – CA Department of Food and Agriculture (CDFA)

*The California Marketplace is a free statewide website featuring California produce and other products so farmers have the opportunity connect directly with school food service to increase the amount of locally grown produce on the lunch tray. Primarily established to reduce communication barriers between buyers and sellers. This is a project of the Office of Farm to Fork.*

<http://cafarmermarketplace.com/>

### Harvest of the Month –Nutrition Education Obesity Prevention Branch of CA Department of Public Health (NEOPB)

*Link to website containing description and resources for Harvest of the Month, NEOPB.*

<http://www.harvestofthemonth.cdph.ca.gov/>

### Implementation Plan: Farm to Fork - Health in All Policies Task Force

*Implementation Plan for Recommendation I.E1., Encourage and expand the availability of affordable and locally grown produce through “farm-to-fork” policies and programs. Includes goals, objectives and work plan. January, 2012.*

[http://www.sgc.ca.gov/docs/Farm\\_to\\_Fork\\_Final\\_Implementation\\_Plan\\_HiAP.pdf](http://www.sgc.ca.gov/docs/Farm_to_Fork_Final_Implementation_Plan_HiAP.pdf)

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